



NABEF
MEDIA SALES
INSTITUTE
@HOWARD
UNIVERSITY



FOR GRADUATING SENIORS – JUNE 2 – 14, 2013

Are you an outgoing, ambitious, goal-oriented person interested in media? Consider applying for a fellowship to participate in the NAB Education Foundation's (NABEF) Media Sales Institute (MSI) and you could begin an exciting career in media sales upon graduation from the renowned MSI program at Howard University!

The NABEF Media Sales Institute program is an intensive 12-day boot camp where students are immersed in learning electronic media advertising sales and sales techniques. The curriculum is designed to provide an entree into broadcast media sales for talented students of diverse backgrounds. The MSI program provides comprehensive training to selected candidates in the field of broadcasting to include radio, television, cable, digital and internet media. More than 75 percent of the participants are hired by media companies within one-month after their participation in the program.

Why Choose a Career in Media Sales?

- Media sales professionals interact with individuals in a myriad of industries on a daily basis.
- Working in media sales offers impressive growth opportunities – more than 90 percent of media executives began their career in media sales.
- Media sales professionals are often the highest paid professionals in the industry.
- Working in media sales offers you the opportunity to work at your favorite radio station, television station or media company.

If you want a job that is challenging, rewarding and offers new opportunities every day, then a career in media sales is right for you!

What Will You Learn at the Media Sales Institute?

Chief executive officers and top executives from major media companies teach curriculum sessions on the following topics:

- Media Introduction: TV, Radio, Digital, Cable
- Effective Listening and Questioning Skills
- Real-Life Application of a Client Case Study
- How to Create an Integrated Media Campaign
- Conducting a Customer Needs Analysis
- Metrics and Measurement (Arbitron and Nielsen)
- Effective Sales Presentation Techniques
- Resume Building and Career Coaching
- Communication Skills for Business Today
- Prospecting Tools and Closing Tactics



What the Graduates Have to Say About the Media Sales Institute

"It boosted my confidence as a future sales/marketing/advertising professional and gave me more job options. By the end of July, MSI granted me over 12 interviews and several job offers with some of the nation's top communications/ media companies.." - Alexis Cook, Advertising Account Executive at AT&T

Companies that have Recruited at the Media Sales Institute:

- | | |
|-----------------------------------|-------------------------|
| • ABC | • Fox |
| • Atlanta Journal Constitution | • Gannett |
| • Beasley Broadcasting Group | • Hearst |
| • BET | • Hubbard Radio |
| • Bonneville | • ICBC Radio |
| • CBS | • Katz Media Group |
| • Clear Channel Radio | • Meredith |
| • CNN/ Turner Broadcasting System | • NBC Universal |
| • Comcast | • Radio One |
| • Cox Media Group | • Scripps |
| • Cumulus Broadcasting | • Sinclair Broadcasting |
| • Emmis Communications | • Time Warner |
| • ESPN | • Tribune Broadcasting |

What the Recruiters Have to Say About the Graduates of the Media Sales Institute

"I very much enjoyed this experience and would look forward to participating again. I am so impressed by the quality of training they received and really appreciate seeing the result of those efforts. Thank you for allowing us the opportunity to participate." -Julie Nelson, recruiter for Sinclair Broadcasting Group

Selection as a Fellow of the Media Sales Institute Provides For the Following Benefits

- Full admission to the Media Sales Institute, including meals and housing (value of \$3,000+);
- Networking opportunities and career counseling with industry executives;
- The opportunity to build a peer network of media professionals;
- The opportunity for one-on-one interviews with media companies across the country;
- Ongoing support via online professional networking and webinars; and
- The prestige associated with receiving the NABEF Media Sales certification.

For more information or to apply now, please visit:

<http://communications.howard.edu/partners/media-sale-institute.htm>



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2013 APPLICATION
June 2, 2013 – June 14, 2013

Name _____

Permanent Address _____

City _____

State _____ Zip Code _____

Cell Phone (____) _____

Primary E-mail Address _____

University Currently Attending _____

Major _____

Graduating Date _____ Overall GPA (minimum 2.5) _____

How did you hear about the Media Sales Institute? _____

Emergency Contact: Name _____ Address _____

Phone _____

INSTRUCTIONS: Complete the form above. In addition, please submit a 500-word essay describing why attending the NABEF Media Sales Institute will be valuable to you. In the essay please address: (1) extra-curricular/volunteer/student activities; (2) what media sales means to you; (3) detail any relevant internships and/or work experiences (if applicable). Along with your application, you are required to submit a one-page resume, and two letters of recommendation (non-family members), one from one of your professors and one from another source.

Mail to: NABEF Media Sales Institute
Department of Radio, TV, & Film
Howard University
525 Bryant Street, NW, Room 230
Washington, D.C. 20059
(202) 806-4707

Email: john.holloway@howard.edu
Fax: (202) 806-4844

Early Admission Deadline (2):
January 7, 2012

APPLICATION DEADLINE: FRIDAY, February 15, 2013 by 5:00 p.m. EST



The Media Sales Institute is an intense twelve-day workshop, held June 2-14, 2013, designed to introduce 24 graduating seniors to the nuts and bolts of media sales as a career, offered by the Department of Radio, Television and Film (RTVF) and sponsored by the National Association of Broadcasters Education Foundation (NABEF). The NABEF Media Sales Institute serves as a pipeline to funnel excellent students into the business of media sales. During the twelve-day program, students are immersed in a fast paced learning environment. Professionals from the industry serve as the Institute's "faculty" and are prepared to offer employment to selected graduates.

In 1999 when the Institute was conceived, we had a dream that the partnership between NABEF and the Howard University Department of Radio, TV, and Film would produce winners and that the broadcast industry would be the better for it. Founding fathers Chuck Sherman and Ernie Fears, Jr. (both deceased) along with co-founders Judi Moore Latta and Vicci Saunders, believed that we had a formula that would assure a steady stream of media sales personnel offering diversity to the industry. With the generous support of NABEF and support from RTVF, we are pleased to report that the formula has worked. The NABEF MSI @ Howard University has completed twelve classes totaling more than 350 graduates. Of that number most are working currently in entry, mid, and top level sales positions in approximately twenty-five companies.

The NABEF Media Sales Institute Potential Participants:

To apply for the NABEF Media Sales Institute, students must have graduated by the beginning of the program. Prospective participants must complete an application and submit a 500-word essay describing why attending the NABEF Media Sales Institute will be valuable to you. In the essay please address: (1) extra – curricular/volunteer/student activities; (2) what media sales means to you; (3) detail any relevant internships and/or work experiences (if applicable). Along with your application you are required to submit a one-page resume, and two letters of recommendation (non-family members), one from one of your professors and one from another source.

The NABEF Media Sales Institute Potential Faculty:

The individuals who agree to serve as faculty are responsible for the following: (1) organizing and developing a specified agenda topic into an appropriate class session, (2) conducting and compiling appropriate research to share with participants, (3) delivering a professional level workshop complete with instructional and training aids in the form of PowerPoint presentations, handouts, and/or audio/visual materials. Workshop sessions run from one to three hours and usually include question/answer periods and other interactive activities.

The NABEF Media Sales Institute Potential Recruiters:

For the final two days of the Institute, each participant presents a 7-10 minute, randomly-selected simulated media sales presentation before a field of professional recruiters. Based on presentations, resumes, and application statement, recruiters chose to meet and talk with participants face to face in scheduled one-on-one interviews.

The NABEF-MSI Staff

- **Jay Holloway (Director)**
- **Lesley Bowers (Program Administrator)**
- **Youlander Greene – (Financial Administrator)**
- **Janelle Bowe – (Program Administrator Intern)**
- **Sydney Brunson – (Program Administrator Intern)**
- **Summer Interns – (3)**

Media Sales Institute

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